February Workplan Logistics (DTS 2/2/98 - 2/27/98)

Same as Jan $7.50/15 Pk

	① DORAL B1G1F (Pack Outlets)	②③ DORAL B2G1F (Pack Outlets)	③ DORAL B2G1F (CTS Pack)	④ DORAL B1CG5F (CTS Carton)
1. Selling/Execution Detail				
Promotion Details	DORAL B1G1F "pre-sleeved" product offer includes DORAL & Co. name generation (7 regions).	DORAL B2G1F "pre-sleeved" product. Offer includes DORAL & Co. name generation (13 regions).	DORAL B2G1F "pre-sleeved" product. Offer includes DORAL & Co. name generation.	DORAL Buy 1 Carton Get 5 Packs Free. Offer includes DORAL & Co. name generation.
Display Size/Load	20	21	105 (5 SKUs 21 each)	160
Offer/Materials - Item #	Display/POS Kit #536645	Display/POS Kit #536510	Display/POS Kit #536744	CTS 15-Carton Kit #536813 CTS POS Kit\ #536822
Includes	Counter display preassembled, large paster	Counter display preassembled, POS Card	Counter Display preassembled, POS Card	Carton Kit contains 20 15-pack cartons POS Kit contains 2 Header Cards, 2 Side Cards, Paster
SKU Packing	1	1	1	20/SKU-Carton Kit 1/SKU-POS Kit
Recommended Displays	in SKU	in SKU	in SKU	#527951 CTS 8-Case Display or Retailer Promotional Shelving
2. ROU Detail				
Promotion #	800018	800017	800019	800021
Allocations Available	10/13	10/13	10/13	10/13
Model Available	11/3	11/3	N/A	N/A
Allocation Adjustments to Model	11/3 - 12/5	11/3 - 12/5	N/A	N/A
Templates Available	12/8	12/8	N/A	N/A
Value-Added Transfer Deadline	12/12	12/12	12/12	12/12
First Order Date	12/15	12/15	12/15	12/15
First Delivery Date to Direct Accounts	1/5/98	1/5/98	1/5/98	1/5/98
Reporting Dates	2/2 - 4/3	2/2 - 4/3	2/2 - 4/3	2/2 - 4/3
Placement Reporting	DOR FEB B1G1F	DOR FEB B2G1F	DOR FEB CTSB2G1F	DOR FEB CTS CTN
Promotional Packaging UPC	12300-23797	12300-23850	12300-23850	12300-23852
Product UPC	Lts 85-24960 Lts 100-24961 FF 100-24962 Lts Mthl 100-24963 Ult Lts 100-24964 Mthl 100-24965 FF Box-24966 Lts Box-24967 FF Box 100-24968 Lts Box 100-24969 Mthl Box-24970	Lts 85-24971 Lts 100-24972 FF 100-24973 Lts Mthl 100-24974 Ult Lts 100-24975	Lts 85-24971 Lts 100-24972 FF 100-24973 Lts Mthl 100-24974 Ult Lts 100-24975 FF Box-24976 Lts Box-24977 FF Box 100-24978 Lts Box 100-24979	35 - Lts 85-21861 70 Lts 100-24987 70 - FF 100-24988 X Lts Mthl-24989 35 Lts Mthl 100-24990 35 - FF 85-21859 35 - Ult Lts 100-24991 FF Box-21773 Lts Box-21774 FF Box 100-24992 Lts Box 100-24993 Mthl Box-24994

16,800

840

105

① DORAL B1G1F Regions: 1100, 1200, 1600, 5100, 5400, 5600, 6200, 6700.
DORAL B1G1F will be pre-sleeved in Winston-Salem. Each carton will contain five B1G1F offers. Each 6M case contains 150 offers. Direct account should place four pre-sleeved cartons in each counter display and ship to retail. It is not necessary to load display. Recommended VAP payments to direct accounts is same as B2G1F ($4.90 per 6M promotional case).

② DORAL B2G1F Regions: 1300, 1700, 1800, 2100, 2200, 2300, 2600, 2900, 5800, 6200, 6300, 6600, 6900.

③ DORAL B2G1F will be pre-sleeved in Winston-Salem. Each carton will contain three B2G1F offers plus one live pack. Each 6M case contains 90 offers per case plus 30 live packs. Direct accounts should place seven pre-sleeved cartons in each counter display and ship to retail. It is not necessary to load display. Recommended VAP payments to direct accounts is $14 per live 12M case to place cartons in preassembled display and ship. This equates to $4.90 per 6M promotional case.

④ DORAL February B1CG5F promotional sleeve is identical to January $7.50/15 pack sleeve. Gratis product will arrive at direct accounts in plain white cartons. Direct accounts to load one live carton and five gratis packs into 15-pack sleeve. (each SKU contains 20 carton sleeves.) Each 6M gratis case contains 60 five-pack offers. All gratis product will have complimentary tear tape.

51852 5565

Revised: 10/30/97

Source: https://www.industrydocuments.ucsf.edu/docs/fmnn0000